

Application Serial No.: 617,455  
Amendment dated: December 29, 2003

Reply to Office action of: July 17, 2000  
Attorney Docket No.: ARC9-2000-0100-US1

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in this application:

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**Listing of Claims:**

1. (Currently amended) A system for dynamically adapting an advertisement based on a [[page]] content of a page, comprising:  
a keyword analyzer for analyzing the page content;  
a banner display module for determining [[the]] a desirability of associating the advertisement with the page; and

A  
the banner display module selectively displaying at least a portion of the advertisement if an association between the advertisement and the page is determined to be desirable.

2. (Original) The system according to claim 1, wherein if the banner display module determines the association to be inappropriate relative to the page content, the banner display module suppresses the advertisement.

3. (Original) The system according to claim 2, wherein if the banner display module determines that the advertisement can be displayed without disadvantageously affecting an advertiser's image, the banner display module displays a first portion of the advertisement, pending a retrieval of a second portion of the advertisement.

4. (Original) The system according to claim 3, wherein the first portion of the advertisement is a static portion.

5. (Original) The system according to claim 4, wherein the second portion of the advertisement is a dynamic portion.

6. (Original) The system according to claim 4, wherein the static portion includes an advertiser's logo.

7. (Original) The system according to claim 5, wherein the dynamic portion is any one or more of: a multimedia file; an advertisement, an executable code, or a hypertext link.

8. (Original) The system according to claim 7, further including an ad server that serves an advertiser's site; and  
wherein the ad server has an address.

9. (Original) The system according to claim 7, wherein the keyword analyzer specifies a selected category for the advertisement based on the page content.

10. (Currently amended) The system according to claim [[8]] 9, further including an ad proxy router; and  
wherein the banner display module sends a data stream containing the following information to the proxy router:  
the selected category;

at least one keyword from the page; and  
the address of the ad server.

11. (Original) The system according to claim 10, wherein the ad proxy router sends the following information to the ad server:

session information;  
the selected category; and  
the at least one keyword from the page.

12. (Original) The system according to claim 8, wherein the advertiser's site includes a banner advertising manager.


13. (Original) The system according to claim 12, wherein the advertiser's site further includes an indexer for indexing the content of the advertiser's site, and for generating a plurality of hyperlinks therefrom; and  
an ad index repository for storing the hyperlinks.

14. (Original) The system according to claim 13, wherein the advertiser's site further includes an ad repository for storing any one or more of the following:  
an advertisement;  
a multimedia file; or  
an executable code.

15. (Original) The system according to claim 9, wherein the page is classified under a current category; and

wherein the banner display module compares the current category and the selected category, and selects either the current category or the selected category.

16. (Original) The system according to claim 15, further including a domain specific dictionary for refining the selected category.

 17. (Currently amended) A computer program product for dynamically adapting an advertisement based on a [[page]] content of a page, comprising:


a keyword analyzer for analyzing the page content;  
a banner display module for determining [[the]] a desirability of associating the advertisement with the page; and

the banner display module selectively displaying at least a portion of the advertisement if an association between the advertisement and the page is determined to be desirable.

18. (Original) The computer program product according to claim 17, wherein if the banner display module determines the association to be inappropriate relative to the page content, the banner display module suppresses the advertisement; and

wherein if the banner display module determines that the advertisement can be displayed without disadvantageously affecting an advertiser's image, the banner display module displays a first portion of the advertisement, pending a retrieval of a second portion of the advertisement.

19. (Original) The computer program product according to claim 18, wherein the first portion of the advertisement is a static portion;  
wherein the static portion includes an advertiser's logo;  
wherein the second portion of the advertisement is a dynamic portion; and  
wherein the dynamic portion is any one or more of: a multimedia file; an advertisement, an executable code, or a hypertext link.



20. (Original) The computer program product according to claim 19, further including an ad server that serves an advertiser's site;  
wherein the ad server has an address; and  
wherein the keyword analyzer specifies a selected category for the advertisement based on the page content.

21. (Currently amended) The computer program product according to claim 20, further including an ad proxy router;  
wherein the banner display module sends a data stream containing the following information to the proxy router:  
the selected category;  
at least one keyword from the page; and  
[[the]] an address of the ad server; and  
wherein the ad proxy router sends the following information to the ad server:  
session information;  
the selected category; and  
the at least one keyword from the page.

22. (Currently amended) A method for dynamically adapting an advertisement based on a [[page]] content of a page, comprising:  
a keyword analyzer for analyzing the page content;  
a banner display module for determining [[the]] a desirability of associating  
the advertisement with the page; and  
the banner display module selectively displaying at least a portion of the  
advertisement if an association between the advertisement and the page is  
determined to be desirable.

23. (Currently amended) The method according to claim 22, wherein if the  
association of the advertisement is determined to be inappropriate relative to  
the page content, the banner display module suppressing the advertisement;  
and

if the association of the advertisement is determined to be appropriate  
relative to the page content, the banner display module displaying a first  
portion of the advertisement, pending a retrieval of a second portion of the  
advertisement.

24. (Original) The method according to claim 23, further including displaying  
the second portion;  
wherein the first portion of the advertisement is a static portion;  
wherein the static portion includes an advertiser's logo;  
wherein the second portion of the advertisement is a dynamic portion; and  
wherein the dynamic portion is any one or more of: a multimedia file; an  
advertisement, an executable code, or a hypertext link.

25. (Currently amended) The method according to claim 24, further including the keyword analyzer specifying a selected category for the advertisement based on the page content.

26. (Currently amended) The method according to claim 25, further including the banner display module sending a data stream containing the following information to a proxy router:

the selected category;  
at least one keyword from the page; and  
an address of an ad server; and

wherein the ad proxy router sends the following information to the ad server:

session information;  
the selected category; and  
the at least one keyword from the page.

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